MARLBORO UNLIMITED

99999999999999
Sample A. Sample
Apt. #00
1234 Main Street
Anytown, US 12345-6789

The Marlboro Unlimited.

You've heard about it. You've read about it. And now it's time to Get on Board.

THE TRAIN. 20 state-of-the-art rail cars designed, built and outfitted exclusively for Marlboro smokers. 100 deluxe staterooms. A dance club. 2 dining cars. A spa car. And observation cars built to show you the West like you've never seen it before.

THE TRIP. For your chance to win it, just fill out the sweepstakes entry form below and send it in. 2,000 winners and 2,000 guests will board the Marlboro Unlimited for 5 days and 5 nights through a land that knows no limits.

THE GEAR. You may not win the trip but you can still get the Gear. There's fishing gear, mountain bikes that fold, bags built to take whatever comes your way, and more. 30 new items in all. You'll find them in the special 1996 Marlboro Unlimited Catalog Calendar we've enclosed. Just get the miles and get the Gear.

Use the new Marlboro Unlimited Miles Saver to keep track of your miles. And pass along the Refer-A-Friend card to let a friend know about future Marlboro offers.

The Marlboro Unlimited. The Train. The Trip. The Gear. Get on Board.

ENTER NOW.

Gear limited to smokers 21 years of age or older. See catalog for details.

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Marlboro

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MARLBORO UNLIMITED OFFICIAL SWEEPSTAKES ENTRY FORM

BR99999999999999

Sample A. Sample
Apt. #00
1234 Main Street
Anytown, US 12345-6789

Use the lines below to print address corrections only.

2061034994

For your chance to get on board, fill out the form completely (hand print only) and sign. Mail to:

Marlboro Unlimited Sweepstakes
P.O. Box 4351
Blair, NE 68009.

To be eligible to win, entry form must be received by April 30, 1996.

X _____
(Signature Required)

Your Birth Date ☐☐ ☐☐ 19☐☐ Today's Date ☐☐/☐☐/☐☐
(Required) (Month Day Year)

Limited to smokers 21 years of age or older. No purchase necessary.

Current Brand _____

Previous Brand _____

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MARLBORO UNLIMITED REFER-A-FRIEND

Pass this card along to a friend who smokes. Have them fill it out so they can qualify for future offers from Marlboro. Offers limited to smokers 21 years of age or older.

Mr. ☐
Mrs. ☐
Ms. ☐
Miss ☐
Mrs. ☐

Address _____ Apt. # _____

City _____ State _____ ZIP _____

Phone (____) _____

X _____
(Signature Required)

Your Birth Date ☐☐ ☐☐ 19☐☐ Today's Date ☐☐/☐☐/☐☐
(Required) (Month Day Year)

Limited to smokers 21 years of age or older. No purchase necessary.

1. What is your regular brand of cigarettes - that is, the brand you smoke most often?
(Brand Name)

2. What, if any, was your previous brand?
Previous brand _____ ☐ None

3. Is your regular brand...? (Check one.) ☐ Regular/King Size ☐ 100's ☐ 120's

4. Is your regular brand...? (Check one.) ☐ Menthol ☐ Non-Menthol

5. Do you usually buy it by the...? (Check one.) ☐ Pack ☐ Carton ☐ Both Ways

6. Is your regular brand...? (Check one.) ☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar ☐ Light/Mild ☐ Medium ☐ Full Flavor

7. How long have you smoked this brand...? (Check one.) ☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years ☐ 3 to 5 years ☐ Over 5 years

8. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Doral	☐ Monarch	☐ Virginia Slims
☐ Basic	☐ GPC	☐ Montclair	☐ Winston
☐ Benson & Hedges	☐ Kool	☐ Newport	☐ Store Brand/Generic
☐ Best Value	☐ Marlboro	☐ Parliament	☐ None
☐ Cambridge	☐ Merit	☐ Salem	☐ Other
☐ Camel	☐ Misty	☐ Vantage	_____

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